

Message Text

UNCLASSIFIED

PAGE 01 PARIS 18767 131431Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 ICA-20 /041 W
-----041055 140030Z /73

R 131425Z JUN 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 3137
INFO AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG

UNCLAS PARIS 18767

E.O. 11652: N/A
TAGS: BEXP FR
SUBJECT: IMC, PARIS FY 1980 PROMOTION EVENT SCHEDULE

REF: (A) PARIS 15613, (B) STATE 128282, (C) FIELD/GRANT
TELCON JUNE 12, 1978

POST HAS REVIEWED REF B SCHEDULE, AS REQUESTED.
COMMENTS AND UPDATED STATUS REPORT FOLLOW.

1. IMC OFFSITE SHOWS IN PARIS. POST NOW HAS IN HAND
LETTERS FROM AUTHORITIES OF ALL SALONS IN PARIS IN
WHICH WE PLAN PARTICIPATE FY 1980. LETTERS ARE
AGREEMENT IN PRINCIPLE, HAVE BEEN POUCHED TO FIELD,
INCLUDE EQUIP'HOTEL, MECANELEM, MESUCORA, GRAPHITEC,
MACHINE-OUTIL.

2. IMC ONSITE SHOWS. REFTEL A LISTED EIGHT POSSIBLE
THEME RECOMMENDATIONS FOR ON-SITE SHOWS. PER TELCON
REF C POST NOW SPECIFICALLY ENDORSES AUTOMOTIVE TOOLS
ETC. SHOW FOR FEBRUARY 1980 AND SOLAR ENERGY SHOW FOR
JUNE OR SEPTEMBER 1980.

3. REGARDING OFFSITE SHOWS OUTSIDE OF PARIS: POST HAS
NO OBJECTION TO Utrecht, SECURITY'79 SHOW, BUT DEFERS
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TO THE HAGUE FOR SUBSTANTIVE COMMENT. THE COMPEC
EUROPE SHOW, TO BE HELD IN BRUSSELS, WAS DISCUSSED
BY COMMERCIAL COUNSELOR DURING RECENT VISIT THERE.
COMCON FOUND GOOD PROMOTION POSSIBILITIES FOR US
PRODUCTS AND DESIRABLE SPACE OPTIONS FOR US PARTICIPA-
TION.

4. IN ACCORD FIELD/GRANT TELCON REF C, JEGU AND
TANDEM SCHEDULING OF PRINTEMPS INFORMATIQUE AND
COMPEC EUROPE NOT BEING PURSUED AT THIS TIME.

5. POST IS CONTINUING AMASS OPINIONS ON VIABILITY OF
US PAVILLIONS AT INTERNATIONAL FAIRS NOW INCLUDED IN
SCHEDULE BY CONTACTING THREE AGENTS/DISTRIBUTORS EACH
EVENT AS INSTRUCTED REF A. SEPARATE TELEGRAM WILL
FOLLOW WHEN SAMPLING COMPLETED.

HARTMAN

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NNN

Message Attributes

Automatic Decaptoning: X
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